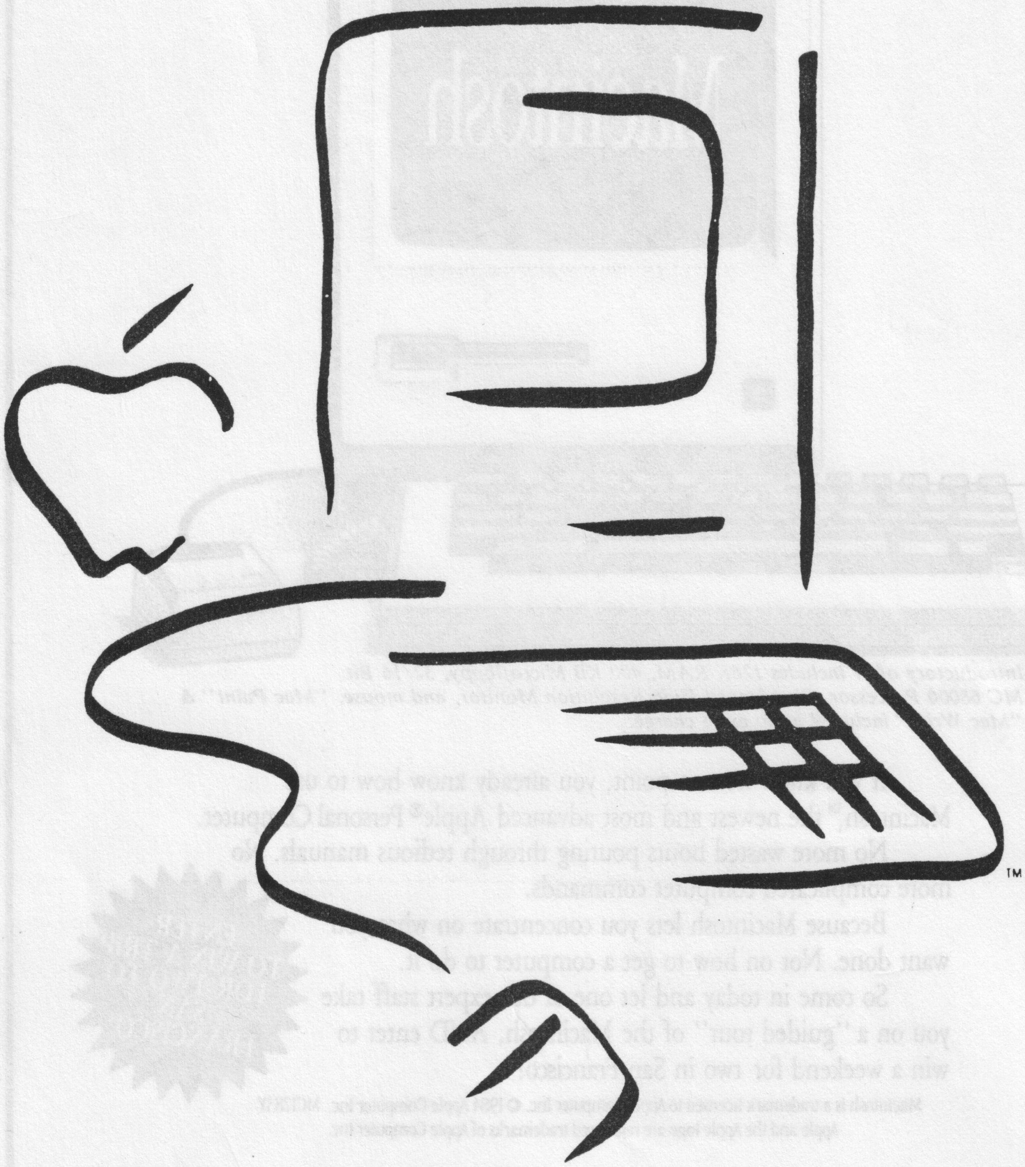
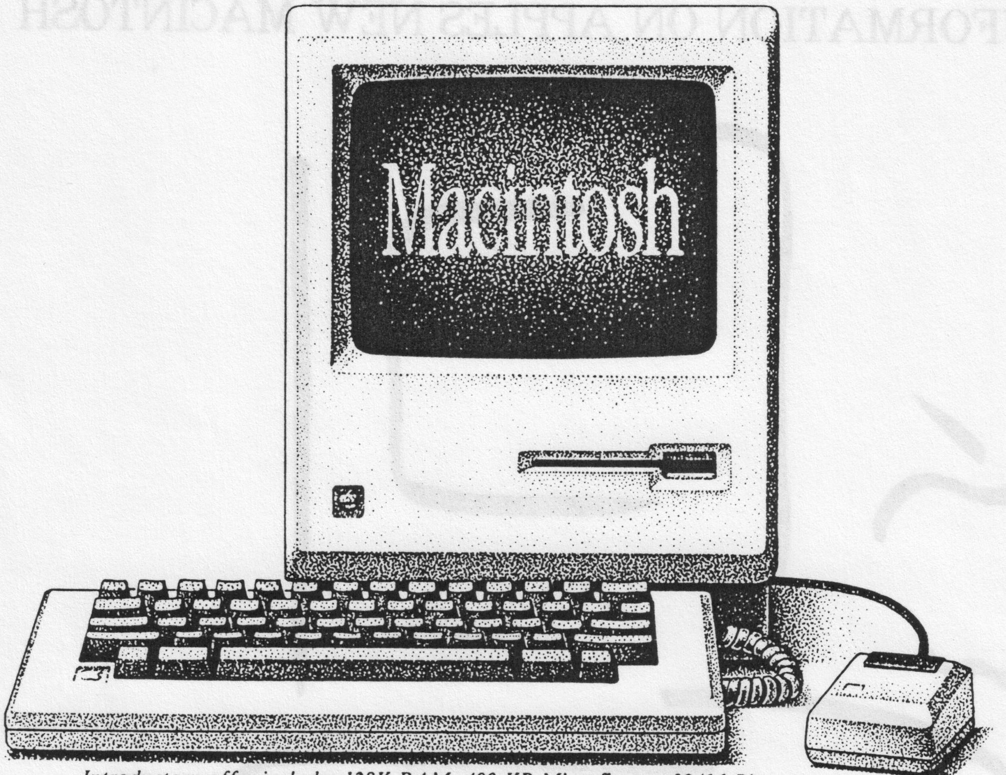
THE MAC PAC

INFORMATION ON APPLES NEW MACINTOSH



FROM: **PROFESSIONAL COMPUTER CENTRE**
525 7TH AVE. S.W.
CALGARY, ALBERTA
(403) 249 - 7768

Macintosh
the computer for the rest of us.



Introductory offer includes 128K RAM, 400 KB Microfloppy, 32/16 Bit MC 68000 Processor, Bit Mapped High Resolution Monitor, and mouse. "Mac Paint" & "Mac Write" included at no extra charge.

If you know how to point, you already know how to use Macintosh,™ the newest and most advanced Apple® Personal Computer.

No more wasted hours pouring through tedious manuals. No more complicated computer commands.

Because Macintosh lets you concentrate on what you want done. Not on how to get a computer to do it.

So come in today and let one of our expert staff take you on a "guided tour" of the Macintosh, AND enter to win a weekend for two in San Francisco!

ENTER TO WIN A TRIP FOR TWO TO SAN FRANCISCO!

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Professional Computer Centre

...all you need to know about computers.

Telephone: 249-7768
525-7th Avenue S.W.

Authorized Dealer

ARE YOU A POTENTIAL MACINTOSH USER?

- you don't want to deal with technical commands or computer jargon.
- you don't want complicated sign-on proceedures or a diffucult interface between the operating system and application programs.
- you want a system to work the way you do:quickly, efficiently.
- you can't afford the 20 - 40 hours it usually takes to learn how to begin to use a traditional personal computer.
- you want results quickly.
- you need to spend less time learing and more time using a computer.
- you want integrated applications that allow a variety of words, numbers, and graphics to be used together.
- you want a consistency of approach in all the applications you use, not a series of separate individual programs that run differently.
- you want the latest and most advanced productivity tools and software applications so you can do their jobs better.
- you want the capability to expand built right into the system.
- you don't want to open up the system to put in extra boards, expansion cards, or to change wiring.
- you don't want to have to buy these extra parts, boards and cards.
- you want a lightweight, compact system that works where you work.
- you want the latest hardware and software technology that won't be obsolete in the years to come.
- you won't or can't spend over $5,000.00
- you want to use a system for many applications from education, home and business.

If you can answer YES to any of these, you are probalbly looking at the right system for your computer needs.

THE MACINTOSH IS FOR KNOWLEDGE WORKERS

ARE YOU A KNOWLEDGE WORKER?

KNOWLEDGE WORKERS ARE:

PRODUCT MANAGERS

- write memos and correspondence
- perform market analysis
- prepare reports
- make presentations
- prepare for future products

FINANCIAL ANALYSTS

- forcast product and price changes
- study profitability of new products
- study costs and impact of company expansion
- write reports and memos

MARKETING/SALES MANAGERS

- create proposals
- make presentations
- write letters
- forcast future sales
- evaluate sales performances
- visit accounts and sales representatives

CONSULTANTS

- write memos
- create reports
- prepare proposals
- make presentations
- analyze trends

STUDENTS

- prepare papers
- communicate to university

ANYONE WHO SITS BEHIND A DESK AND:

- gather, analyze, snd summerize information
- write memoa, paper, and proposals
- turns ideas into plans, reports or forcasts
- solve problems
- make presentations

SUCH AS: Small Business managers, Real Estate Agents, Accountants, Personnel managers, Planners, Social Scientists, Stockbrokers, Insurance Agents, Scientists, Bankers, Medical Professionals, Lawyers, Administrative Assistants, Technical Writers, Advertising Agents, Graphic Artists, Architects, Trainers, Technicians, Engineers, Purchasing Agents, Production Supervisors, Investors, and many more.

THE MACINTOSH IS:

1)LISA TECHNOLOGY:

- MOUSE-DRIVEN COMMANDS
- PULL-DOWN MENUS
- ICONS OR PICTURE ORIENTED SOFTWARE
- BIT-MAPPED GRAPHIC DISPLAY (512 X 342 BLACK & WHITE)
- 64K ROM WHERE ICONS, PULL-DOWN MENUS ANDS WINDOWS ARE LOCATED WHICH FREES UP THE 128K RAM FOR WORK SPACE AND SPEEDS UP THE THE WORKING TIME.
- THE "FINDER" OR DESKTOP MANAGER.

2)32-BIT ARCHITECTURE:

- THE MACINTOSH USES ANMOTOROLA 68000 PROCESSOR
- 192K OF MEMORY
  - 64K ROM
  - 128K RAM EXPANDABLE TO 512K RAM

3)PERSONAL PRODUCTIVITY TOOLS:

- EXTENSIVE THIRD-PARTY SOFTWARE DEVELOPMENT, FOR EXAMPLE:
  - MICROSOFT
  - LOTUS
  - SOFTWARE PUBLISHING
  - SOFTWARE ARTS
  - CHANG LABS
  - DB MASTER
  - ASHTON-TATE
  - BUSINESS SOLUTIONS
  - MICROCOM PLUS OVER 100 OTHERS
- APPLICATIONS IN ALL THE MAJOR AREAS:
  - DATABASES
  - WORD PROCESSING
  - PLANNING AND FORCASTING
  - COMMUNICATIONS
  - ART AND GRAPHICS

4)ONE COMPLETE TRANSPORTABLE BOX:

- HIGH RESOLUTION SCREEN
- BUILT-IN 400K 3 1/2" DISKETTE DRIVE
- (ADD-ON DISK DRIVE OPTIONAL)
- BUILT IN EXPANSION PORTS:
  - RS-232-C, RS-422 FOR PRINTER & OTHER ACCESSORIES AS WELL AS COMMUNICATIONS
  - EXTERNAL DRIVE PORT
  - MOUSE PORT
  - AUDIO
- COMPACT AND LIGHTWEIGHT (10" X 10" FOOTPRINT, LESS THAN 20 LBS.)
- MOUSE WITH ONLY ONE BUTTON FOR EASE OF USE.
- DETACHABLE KEYBOARD WITH 58 KEYS IN A TYPEWRITER LAYOUT
- COMPUTER BASED TRAINING - "GUIDED TOUR OF MACINTOSH"

5)APPLE SOFTWARE:

- MACWRITE (WORDPROCESSING)
- MACPAINT (PRESENTATION GRAPHICS)
- MACTERMINAL (TERMINAL EMULATION)
- MACPROJECT (PROJECT SCHEDULING)
- MACDRAW (STUCTURES GRAPHICS)
- BASIC, PASCAL, LOGO, ASSEMBLER

6)ACCESSORIES:

- IMAGEWRITER DOT MATRIX PRINTER
- EXTERNAL DISK DRIVE
- NUMERIC KEY PAD
- MODEM (300 OR 1200 BAUD)
- CARRYING CASE
- SECURITY KIT

7)SERVICE AND WARRANTY

- 90 DAY MANUFACTURERS PARTS AND LABOUR WARRANTY
- EXTENDNED WARRANTY THROUGH P.C.C.

APPLE SOFTWARE

LISA Software:

° LISACALC	$385.00
° LISADRAW	$510.00
° LISAGRAPH	$385.00
° LISAWRITE	$385.00
° LISALIST	$255.00
° LISAPROJECT	$510.00
° LISATERMINAL	$385.00
° PASCAL	$760.00
° BASIC-PLUS	$380.00
° COBOL	$1280.00
° OTHER THIRD-PARTY: Please ask Sale Representative	

There are over 200 LISA applications that will be available on 3 1/2" disks. The software is built on Office System Version 2.0, which supports international data formats and menus, contains bug fixes from Operating System Version 1.0. and *doubles the speed of disk based operations.*

MACINTOSH Software:

° MACWRITE & MACPAINT	$250.00
° MACTERMINAL	TBA
° MACPROJECT	TBA
° MACDRAW	TBA
° BASIC	TBA
° PASCAL	TBA
° LOGO	TBA
° ASSEMBLER/DEBUGGER	TBA

THIRD-PARTY SOFTWARE: MICROSOFT

° BASIC	TBA
° MULTIPLAN	TBA
° CHART	TBA
° WORD	TBA
° FILE	TBA
° BUDGET	TBA
° FINANCIAL STATEMENT	TBA
° CASH PLAN	TBA

There are over 150 MACINTOSH applications that will be available on 3 1/2" disks. The software can also be used on the LISA with a MACINTOSH Operating System. Please see the MAC PAC for additional Software vendors that are creating software for the MACINTOSH.

ACCESSORIES & PERIPHERALS

- Apple Imagewriter DMP w/MAC Access. Kit	$825.00
- Apple Letter Quality Printer (LISA Only)	$2995.00
- MAC Keypad	$185.00
- MAC Carrying Case	$155.00
- MAC Security Kit	$75.00
- MAC Disks (10)	$70.00
- 5MB Hard Disk (LISA Only)	$2595.00
- 10MB Internal Hard Disk (LISA Only)	TBA
- Parallel Interface Board (LISA Only)	TBA
- Apple Modem (300 or 1200)	TBA
- Apple Cluster Controller	TBA
- Appleline coax adapter Unit	TBA
- Applebus	TBA

MACINTOSH PRICING

1) MACINTOSH BASIC SYSTEM SPECIAL $3595.00

- MACINTOSH PERSONAL COMPUTER
  - 32 Bit (MC68000) Processor
  - One In-Built 3 1/2" 400K Diskette Drive
  - 9" Bit-Mapped In-Built Monitor (512 x 342 B/W)
  - 128K RAM
  - 64K ROM (Operating System)
  - The "Finder" (Desktop Manager)
  - Mouse and Pull-down Windows
  - MAC PAINT, MAC WRITE integrated software
  - RS-232 and RS-422 Serial Ports
  - Transportable all-in-one box (20 lbs, 10"x10" footprint)
  - 90 Day Manufacturers Warranty (Parts and Labor)

2) MACINTOSH AND PRINTER SPECIAL $4295.00

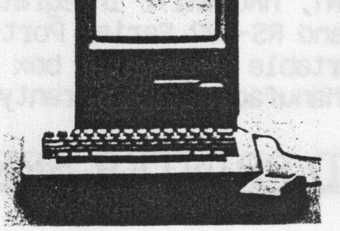
- MACINTOSH PERSONAL COMPUTER
  - 32 Bit (MC68000) Processor
  - One In-Built 3 1/2" 400K Diskette Drive
  - 9" Bit-Mapped In-Built Monitor (512 x 342 B/W)
  - 128K RAM
  - 64K ROM (Operating System)
  - The "Finder" (Desktop Manager)
  - Mouse and Pull-down Windows
  - MAC PAINT, MAC WRITE integrated software
  - RS-232 and RS-422 Serial Ports
  - Transportable all-in-one box (20 lbs, 10"x10" footprint)
  - 90 Day Manufacturers Warranty (Parts and Labor)
- IMAGEWRITER DOT MATRIX PRINTER
  - 120 Characters pers Second for text
  - 180 Characters per Second for Graphics
  - 8 1/2" x 11" Paper
  - Serial Cable
  - Bit Mapped Graphics Oriented for Hi-Res. Graphics

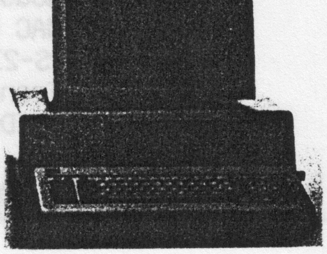
ACCESSORIES AND SOFTWARE: PLEASE ASK A SALES REPRESENTATIVE.

THESE SPECIAL PRICES ARE AVAILABLE UNTIL APRIL 31, 1984 UNLESS OTHERWISE SPECIFIED.

THE MACINTOSH VS. IBM

SINCE THE MACINTOSH IS THE THIRD MAJOR INDUSTRY STANDARD
IT'S ONLY NATURAL TO COMPARE IT TO THE SECOND STANDARD
THE IBM PC





	Apple **Our Benefits**	IBM **How They Compare**
1. Lisa Technology	Easy to learn and easy to use, with *consistent* pull-down menus, a mouse for pointing to and selecting options, and cut-and-paste integration among different applications.	With the IBM PC, attempts to re-create Lisa Technology through software/hardware combinations, using such products as Visi On,™ require your customers to make an investment equal to the cost of two or three Macintosh systems.
2. 32-Bit Architecture	Provides the "computer power" necessary to get Lisa Technology benefits. Only 32-bit architecture offers the performance, speed, and high-resolution graphics that Lisa Technology requires.	A 16-bit processor with an 8-bit bus does not provide enough computing power and speed to support the fast, high-resolution graphics that are central to Lisa Technology.
3. Superior Software	The leading software developers have and are creating personal productivity applications — making Macintosh the new industry standard. And best of all, software from different developers will feature the same consistent user interface, with cut and paste integration between applications.	The IBM PC and the software written for it offer no common user interface and no cut-and-paste integration among software products from different software developers.
4. All In One Box	Macintosh comes COMPLETE, in one small, transportable unit. It's easy to fit onto your desk and into your life. You simply take it out of its box, plug it in, and use it; there's no maze of cords and hookup wires to contend with.	The IBM PC by itself is not a complete system. It requires a number of add-on components to make it functional. It takes up three times as much space on your desk as Macintosh. Then there's the task of connecting all the components each time you move it.